



Foreign Agricultural Service

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## Peru

## Market Development Reports

## Peas and Lentils

**1999**

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### Report Highlights:

**U.S. peas and lentils market share increase in the Peruvian market**

**Highlights:**

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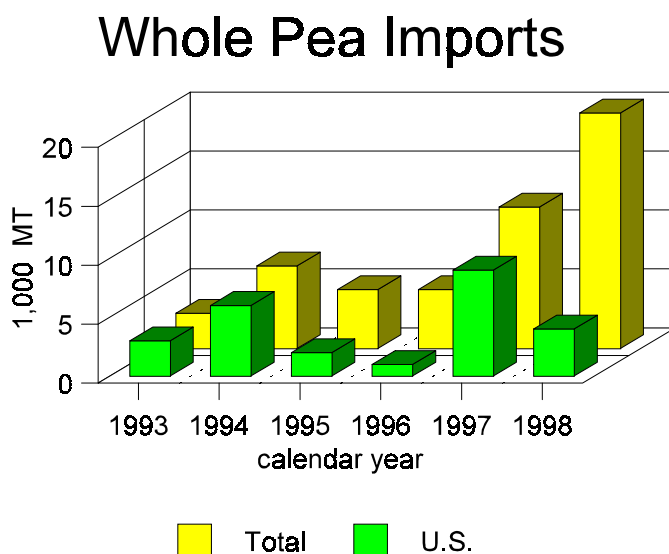
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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Lima [PE1]

## Summary

Peru has become an interesting market for imported peas and lentils in recent years. Whole pea imports have jumped from 3,000 metric tons during calendar year 1993 to 20,000 metric tons during calendar year 1998. During this same period of time, split pea imports have increased 110 percent to 21,000 metric tons. Lentils imports during calendar year 1998 reached 28,000 metric tons. Currently, total imports of peas and lentils to Peru represent a market of around 20 million dollars per annum.

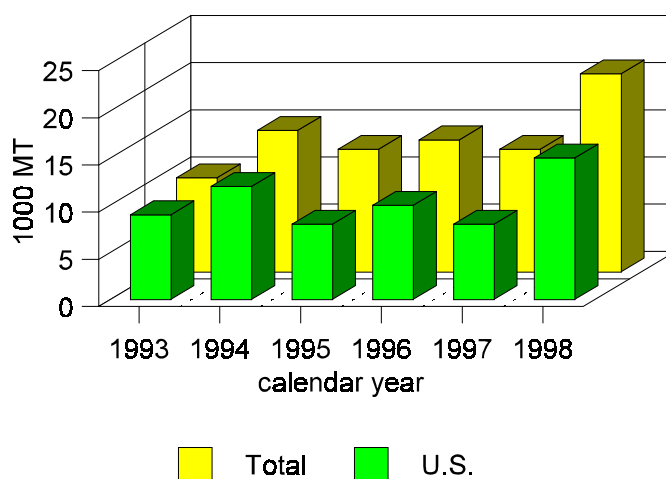
## Peas



Since the Peruvian market started growing, whole pea exports from the U.S. began facing competition, specially from Canada. Whole pea imports from the U.S. fell from almost 100 percent market share in 1993 to 20 percent in 1996. Whole pea market is expected to maintain this growing trend in the next five years at about 8 percent per annum.

Pea imports into Per are assessed 25 percent import duty, Peru does not have a quota system, import permit or other non-tariff barrier for importing peas into the country. The distribution channel starts in a large importer, who may or may not represent a specific brand, this importer will most likely focus his marketing strategy on the lower income sector of the population. A wholesaler would buy from the importer's warehouse and distribute the product throughout the country. Though there are no official figures, no more than 30 percent of this product is sold through the supermarket chains, most of it is sold through the traditional markets.

## Split Pea Imports



Pea production in Peru increased 7,000 metric tons to 33,000 metric tons in 1998, this increase is related to a larger area harvested, 31,000 hectares in 1998 compared to 30,000 hectares in 1997 and also higher yields, 1,074 kilograms per hectare in 1998 compared with 864 kilograms per hectare in 1997. Pea consumption in Peru is around 2.8 kilograms per capita.

## Lentils

Unlike other markets in Latin America, Peru's lentils consumption is higher than beans or peas. Lentil imports in 1998 reached 28,000 metric tons, increasing 47 percent compared to the previous year, the U.S. has historically been the main lentil supplier to Peru. As the area harvested and yields increased, from 3,000 to 5,000 hectares and from 805 to 885 kilograms per hectare, lentils production during 1998 increased 2,000 metric tons to 4,000 metric tons.

Lentils imports into Peru are assessed 25 percent import duty, as with most products Peru does not have non-tariff barriers for importing lentils into the country. The distribution channel is very similar to the one for peas with the difference that lentils are bought by a broader range of consumers. Usually the importer or wholesaler of peas will also sell lentils.

## Lentil Imports

